



**METROPOLITAN
TRANSPORTATION
COMMISSION**

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Memorandum

TO: Operations Committee

DATE: April 2, 2010

FR: Executive Director

W. I: 1223

RE: Contract Amendment – Communications Services: Swirl, Inc.

Staff recommends that the Committee approve a contract amendment with Swirl, Inc. to add funds to their 2009-10 work plan and budget, in an amount not to exceed \$135,000, to finalize the 511 Departure Times Stop ID decal project for all participating operators. This amount is included in the FY 2009-10 RM2 Marketing Program budget.

Background

511 began providing real-time departure predictions for Muni Metro routes in July 2005. In November 2007, staff received approval from this Committee to enhance the 511 Real-time Transit user interface to provide quick access to real-time information by using Stop Identification numbers. All transit stops for participating agencies have or will be assigned a unique Stop ID number. SFMTA and BART are already part of the regional system which utilizes stop ID numbers. The future participating agencies and their dates for inclusion into 511 are as follows:

Transit Agency	Launch on 511
WestCat	June 2010
SamTrans	November 2010
AC Transit TransBay	December 2010
VTA - buses	March 2011
Caltrain	August 2011
VTA - light rail	September 2011
Golden Gate	January 2012

Callers who know their Stop ID number can call 511, request the Departure Times feature, say or enter the Stop ID, and immediately receive predictions for all routes that serve their stop. Callers who do not know their Stop ID can access real-time information on the phone by using the backup help system or by visiting 511.org. Beginning next month, 511 users can also receive predictions via text messaging using their stop ID.

In focus groups conducted with transit riders in 2007, participants emphasized the importance of posting stop IDs so that riders would not be forced to remember them. In summer 2009, MTC staff initiated a stop ID pilot to assess the impact of posting stop IDs. SFMTA posted decals at approximately 100 stops. Since the decal posting, the average number of daily Departure Times requests for stops with decals has increased by almost 100 percent.

Based on the success of the Stop ID prototype effort, 511 staff recommends investing in the design and production of Stop ID decals for all transit stops of participating agencies, including the remaining SFMTA stops.

Recommendation

Staff recommends that this Committee authorize the Executive Director to negotiate and enter into a contract amendment with Swirl, Inc. in an amount not to exceed \$135,000 for work to design and print Stop ID decals for all participating agencies in the 511 Real-time Transit program.

Steve Heminger

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REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Contract Amendment

Work Item No.: 1223

Consultant: Swirl Inc.
San Francisco, California

Work Project Title: Customer Communication

Purpose of Project: Develop Stop ID decals for bus stop posting.

Brief Scope of Work: Design and produce sufficient Real-Time Transit Stop ID decals for posting at stops/stations for transit agencies that plan to offer real-time information. Decals will promote 511 Departure Times feature and supply the Stop ID for callers to use on 511. Decals will be printed by June 30, 2010.

Project Cost Not to Exceed: \$135,000 this amendment (previous total contract amount = \$14,048,475)

Funding Source: RM-2

Fiscal Impact: None. These funds are in the agency budget.

Motion by Committee: That the Executive Director or his designee is authorized to negotiate and enter into a contract amendment with Swirl Inc. Staff also requests that the Committee authorize the Chief Financial Officer to set aside \$135,000 in funds for such contract amendment.

Operations Committee:

Amy Rein Worth, Chair

Approved: Date: April 9, 2010